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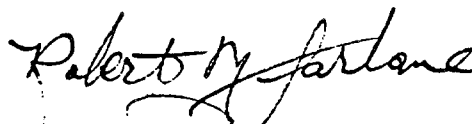
MEMORANDUM FOR THE VICE PRESIDENT
THE SECRETARY OF STATE
THE SECRETARY OF THE TREASURY
THE SECRETARY OF DEFENSE
THE SECRETARY OF THE INTERIOR
THE SECRETARY OF ENERGY
COUNSELLOR TO THE PRESIDENT
THE DIRECTOR OF CENTRAL INTELLIGENCE
U.S. REPRESENTATIVE TO THE UNITED NATIONS
CHIEF OF STAFF TO THE PRESIDENT
DEPUTY CHIEF OF STAFF TO THE PRESIDENT
ADMINISTRATOR, AGENCY FOR INTERNATIONAL DEVELOPMENT
DIRECTOR, ARMS CONTROL AND DISARMAMENT AGENCY

SUBJECT: Public Diplomacy Themes
for the Week of September 23

During the week of September 23, the President will have an opportunity to engage in several important international events, including participation at the 39th UNGA and the annual World Bank/IMF Meeting, as well as meet with Soviet Foreign Minister Gromyko.

To facilitate the public diplomacy efforts of this important week, a Public Diplomacy Themes paper, which I hope will be of use to you and your spokesmen, is attached.

FOR THE PRESIDENT:


Robert C. McFarlane

Attachment
Public Diplomacy Themes

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September 14, 1984

PUBLIC DIPLOMACY THEMES

UNGA/WORLD BANK-IMF/GROMYKO MEETINGS

I. SETTING

The week of September 23 presents the President with an unique opportunity to publicly address foreign policy in an international setting this fall.

Focus of world attention will be on US-Soviet relations climaxing in the Reagan-Gromyko meeting on September 28 and efforts to resume dialogue on nuclear arms control. The week can be used to put this critical relationship in the context of broader US foreign policy and global aspirations for peace, prosperity and democracy.

The week also offers us an opportunity to emphasize the importance we attach to constructive dialogue and call attention to the President's impressive record in this regard -- his chairmanship of the Williamsburg Summit which endorsed principles to ignite world economic recovery; his personal diplomatic initiatives to open up new prospects for peace and economic growth in Pacific Basin countries through trips to Japan, Korea, and China; his leadership at the London Summit which underscored allied unity; his three appearances before the United Nations General Assembly; his support for dialogue in Central America through the Contadora process; and his proposals for significant arms reductions.

Highlighting the President's week-long activities are:

- A series of Heads of State bilaterals (Sept 23, 24)
- Presidential reception for the delegations with short remarks (Sept 23)
- Major foreign policy speech before the 39th UNGA (Sept 24)
- Welcoming remarks to the annual meeting of the World Bank/IMF (Sept 25)
- Secretary Shultz's meeting with Foreign Minister Gromyko (Sept 26)
- The President's Meeting with Foreign Minister Gromyko (Sept 28)

II. OBJECTIVES AND THEMES: PEACE, PROSPERITY, DEMOCRACY

In formulating an effective public diplomacy strategy for this highly important and visible week, our overall objective should be to reinforce the President as a global statesman and leader, dedicated to the achievement of world stability, prosperity, lasting peace and democratic institutions.

In doing so, a focussed public diplomacy program can call attention to the following major objectives and accomplishments of US foreign policy:

- Strengthen working relationship with the Soviet Union and get moving again in the critical area of arms control, where we seek to reduce nuclear and conventional forces to the greatest degree feasible, to reduce and eventually eliminate the stockpiles of nuclear weapons, to ban chemical weapons, and to reduce the risk of nuclear war by miscalculation, and to strengthen stability and peace.

Emphasize that we have created a sound basis for a realistic, stable, and long-term relationship with the Soviet Union, deterred Soviet aggression and laid the ground work for negotiation of agreements which would reduce tension and diminish the threat of war. Not one-square inch of additional territory has fallen to communist aggression since 1981.

In addition, we have enhanced several areas of bilateral cooperation -- agreed to upgrade the communications hot line; are discussing new consulates; have extended agreements on consular, economic, industrial, and technical cooperation; and are seeking new exchange agreements, expanded trade, etc.

On arms control issues note that we led the way with proposals that would really increase global security, putting more elements of the East-West military equation on the table than any previous Administration. We've actively sought resumption of nuclear arms reduction talks suspended by the Soviet Union. Our determination to maintain defense posture as deterrent to aggression is a necessary underpinning to successful arms control effort (i.e., NATO's action in carrying out both tracks of the 1979 INF decision).

Underscore the importance we attach in making progress in other areas where peace is at risk: e.g. preventing proliferation of nuclear weapons to new countries, turning back the tide of international terrorism, and resolving dangerous regional wars.

- enhance world economic recovery, based on free market and free trade principles;

Emphasize that strong US domestic economic growth is leading the rest of world out of recession into prosperity.

Call attention to the importance of free market principles and trade. Note the success of the five-part debt strategy (Williamsburg Summit) and recall US steps to help individual countries directly through special financing. Reaffirm our support for the World Bank and IMF programs, including the increase in our quotas and encouragement of national adjustment programs. Emphasize the relationship between peace, security, and prosperity, and note the importance we attach to the Caribbean Basin Initiative and the President's Initiative for Democracy, Peace, and Development in Central America.

-- encourage economic development and democratic institutions through humanitarian aid, security assistance, and encouragement of adoption of the "magic of the marketplace", and support for democratic institutions and human rights.

Underscore our commitment to raising global living standards and eliminating poverty and famine. Call attention to numerous US contributions -- a new Economic Policy Initiative which calls for \$500 million in funds to support those African governments making the hard reforms and policy changes necessary for recovery; doubled the quantity of emergency foodstuffs shipped to meet specific life-threatening famine problems in Africa; increased our non-emergency food and developmental aid to Africa by 20%, tying this assistance to structural reform and increasing local agricultural productivity.

Emphasize the importance of and progress in achieving democratic governments. In Latin America, 90% of the people are living in countries which are democratic compared to 33% four years ago; US provided consistent support and encouragement for democratic institution building in Latin America (33 free elections in 24 countries); underscore that we are genuinely concerned about the state of human rights conditions and refugee conditions throughout the world.